

07-03-00

A

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of John B. Ferber and Scott Ferber

Serial No.: not assigned

Group Art Unit:

Filed: Herewith

Examiner:

For: **OPTIMAL INTERNET AD PLACEMENT**

Commissioner for Patents  
Box PATENT APPLICATION  
Washington, D.C. 20231

Dear Sir:

Enclosed please find the following:

1. Specification, abstract and claims (1 independent, 0 dependent, 1 total) (38 pages);
2. Informal drawings (8 figures, 8 sheets);
3. Declaration and Power of Attorney (unsigned);
4. Verified Statement Claiming Small Entity Status - Small Business Concern;
5. Verified Statement Claiming Small Entity Status - Independent Inventor;
6. One check in the amount of \$345.00; and,
7. Certificate of Express mailing.

The Commissioner is hereby authorized to charge any fee deficiency, or credit any overpayment, to Deposit Account No. 18-1579. The Commissioner is also authorized to charge Deposit Account No. 18-1579 for any future fees connected in any way to this application. Two copies of this letter are enclosed.

Respectfully submitted,



Christopher B. Kilner, Esq.  
Registration No. 45,381  
Roberts Abokhair & Mardula, LLC  
11800 Sunrise Valley Drive, Suite 1000  
Reston, VA 20191-5302  
(703) 391-2900

jc843 U.S. PRO  
07/01/00

jc854 U.S. PRO  
09/610197  
07/01/00

CERTIFICATE OF EXPRESS MAILING

Express Mail Mailing Label Number EL634799263US

Date of Deposit: June 30, 2000



I hereby certify that the patent application of John B. Ferber and Scott Ferber for **OPTIMAL INTERNET AD PLACEMENT** including the specification, abstract, and claims (1 independent, 0 dependent, 1 total) (38 pages); informal drawings (8 figures, 8 sheets); declaration and power of attorney; Verified Statement Claiming Small Entity Status - Small Business Concern; Verified Statement Claiming Small Entity Status - Independent Inventor; and a check in the amount of \$345.00, are being deposited with the United States Postal Service for "Express Mail" service under 37 C.F.R. § 1.10 on the date indicated above and are addressed to the Assistant Commissioner for Patents, Box Patent Application, Washington, D.C. 20231.

A handwritten signature in cursive script, reading 'Christopher B. Kilner'.

Christopher B. Kilner, Esq.  
Registration No. 45,381  
Roberts Abokhair & Mardula, LLC  
11800 Sunrise Valley Drive, Suite 1000  
Reston, VA 20191-5302  
(703) 391-2900

IN THE UNITED STATES PATENT AND TRADEMARK OF

In re Application of John B. Ferber and Scott Fe

Serial No.: not assigned Group Art Unit:

Filed: Herewith Examiner:

For: OPTIMAL INTERNET AD PLACEMENT

1. Specification, abstract and claims (1 independent, 0 dependent, 1 total) (38 pages);
2. Informal drawings (8 figures, 8 sheets);
3. Declaration and Power of Attorney (unsigned);
4. Verified Statement Claiming Small Entity Status - Small Business Concern;
5. Verified Statement Claiming Small Entity Status - Independent Inventor;
6. One check in the amount of \$345.00; and,
7. Certificate of Express mailing.

JC854 U.S. PTO  
09/610197  
07/01/00



\*EL634799263US\*

**POST OFFICE  
TO ADDRESSEE**



**EL634799263US**

ORIGIN (POSTAL USE ONLY)				DELIVERY (POSTAL USE ONLY)			
PO ZIP Code		Day of Delivery <input type="checkbox"/> Next <input type="checkbox"/> Second		Flat Rate Envelope <input type="checkbox"/>		Delivery Attempt Mo. Day <input type="checkbox"/> AM <input type="checkbox"/> PM	
Date In Mo. Day Year		<input type="checkbox"/> 12 Noon <input type="checkbox"/> 3 PM		Postage S		Employee Signature	
Time In <input type="checkbox"/> AM <input type="checkbox"/> PM		Military <input type="checkbox"/> 2nd Day <input type="checkbox"/> 3rd Day		Return Receipt Fee		Employee Signature	
Weight lbs. ozs.		Int'l Alpha Country Code		COD Fee		Employee Signature	
No Delivery <input type="checkbox"/> Weekend <input type="checkbox"/> Holiday		Acceptance Clerk Initials		Total Postage & Fees S		Signature of Addressee or Agent	
CUSTOMER USE ONLY				NO DELIVERY <input type="checkbox"/> Weekend <input type="checkbox"/> Holiday			
METHOD OF PAYMENT: Express Mail Corporate Acct. No. <b>X221610</b>				<input type="checkbox"/> <b>WAIVER OF SIGNATURE</b> (Domestic Only): Additional merchandise insurance is void if waiver of signature is requested. I wish delivery to be made without obtaining signature of addressee or addressee's agent (if delivery employee judges that article can be left in secure location) and I authorize that delivery employee's signature constitutes valid proof of delivery. <input type="checkbox"/> <b>NO DELIVERY</b> <input type="checkbox"/> Weekend <input type="checkbox"/> Holiday			
Federal Agency Acct. No. or Postal Service Acct. No.				Customer Signature			
<b>FROM: (PLEASE PRINT)</b> PHONE ( ) ROBERTS ABOKHAIR & MARDULA 11800 SUNRISE VALLEY DR STE 1000 RESTON VA 20191-5302 adv.com/ek				<b>TO: (PLEASE PRINT)</b> PHONE ( ) COMMISSIONER FOR PATENTS BOX PATENT APPLICATION WASHINGTON, DC 20231			
PRESS HARD. You are making 3 copies. FOR PICKUP OR TRACKING CALL 1-800-222-1811 www.usps.gov <b>EMS</b>							

Mailing Label  
Label 11-F July 1997

23/ ?  
F02  
T

Roberts Abokhair & Mardula, LLC

003830

DATE : Jun 30/2000  
CHE # : 3830  
AMOUNT: \$345.00  
ACCOUNT: GENERAL - 1  
PAID TO: Director of Patents and Trademarks



Filing Fees  
Filing Fees - application-Ad Placement

**Roberts Abokhair & Mardula, LLC**

OPERATING ACCOUNT

PH. 703-391-2900

11800 SUNRISE VALLEY DRIVE, STE 1000  
RESTON, VA 20191

BANK OF AMERICA 68-1/510 VA  
4505

CHECK NO.

003830

Three Hundred Forty Five \*\*\*\*\* 00/100

**PAY** TO THE ORDER OF

DATE

AMOUNT

Jun 30/2000

\$345.00

Director of Patents and Trademarks

Filing Fees - application-Ad Placement

⑈003830⑈ ⑆051000017⑆ 004112932428⑈

Roberts Abokhair & Mardula, LLC

003830

DATE : Jun 30/2000  
CHE # : 3830  
AMOUNT: \$345.00  
ACCOUNT: GENERAL - 1  
PAID TO: Director of Patents and Trademarks  
Filing Fees - application-Ad Placement

G/L ALLOCATION

5251 : 345.00